August 3, 1994

## BY MESSENGER

The Honorable Reed Hundt Chairman Federal Communications Commission 1919 M Street NW Washington, DC 20036

FEDERAL COMMUNICATIONS COMMISSION OFFICE OF SECRETARY

Re: StarSight/PBS National Datacast VBI Must Carry

Docket No. 92-259

Dear Mr. Chairman:

My colleagues from StarSight and I appreciated you and Ms. Merrill Spiegel meeting with us last Friday. I hope that the information we provided in the meeting enhanced your understanding of our concerns about cable operators' stripping the data delivered to homes and schools through PBS stations' vertical blanking interval, including the StarSight and other program-related data contained in PBS stations' VBI.

When we met, I provided you with two information packets about the new PBS young children's service, "PTV, the Ready to Learn Service on PBS." As I indicated in the meeting, this is an exciting new initiative to help children, their parents and caregivers assist youngsters in reaching America's Education Goal #1 that by the year 2000, all children arrive at school ready to learn. This Service consists of PBS's award-winning children's programming, educational value messages between the programs and a major community outreach component to teach parents and caregivers how to use our programs in a way that helps the children develop the skills they need to succeed in school and in life -- what questions to ask their children during the program, what kinds of activities to do with the children, information about the programs' appropriate age-level of viewing, etc.

An important part of the Service is to get information to parents and caregivers on how to co-view programs with children and work with the children during the program on school-readiness skills. PBS is distributing this information in a variety of ways, including over the VBI of our stations through services and equipment provided by StarSight and other users of the PBS NATIONAL DATACAST data delivery network. All of PBS's stations which are offering a children's service will be serving their communities by providing this information via StarSight over the VBI. Accordingly, the program-related information distributed through StarSight's service is an integral, fundamentally important aspect of the programs in this new children's television service.

> No. of Copies rec'd List ABCDF

The Honorable Reed Hundt August 3, 1994 Page 2

We hope that you will consider seriously this information, as well as the other information we've provided, in your decisions on VBI must carry.

Thank you.

Sincerely,

Jacqueline Weiss

Chief Executive Officer

cc: Commissioner Andrew C. Barrett (w/enc.)

Commissioner Rachelle B. Chong (w/enc.)

Commissioner Susan P. Ness (w/enc.)

Commissioner James H. Quello (w/enc.)

Mr. William F. Caton, Acting Secretary, FCC (w/enc.)

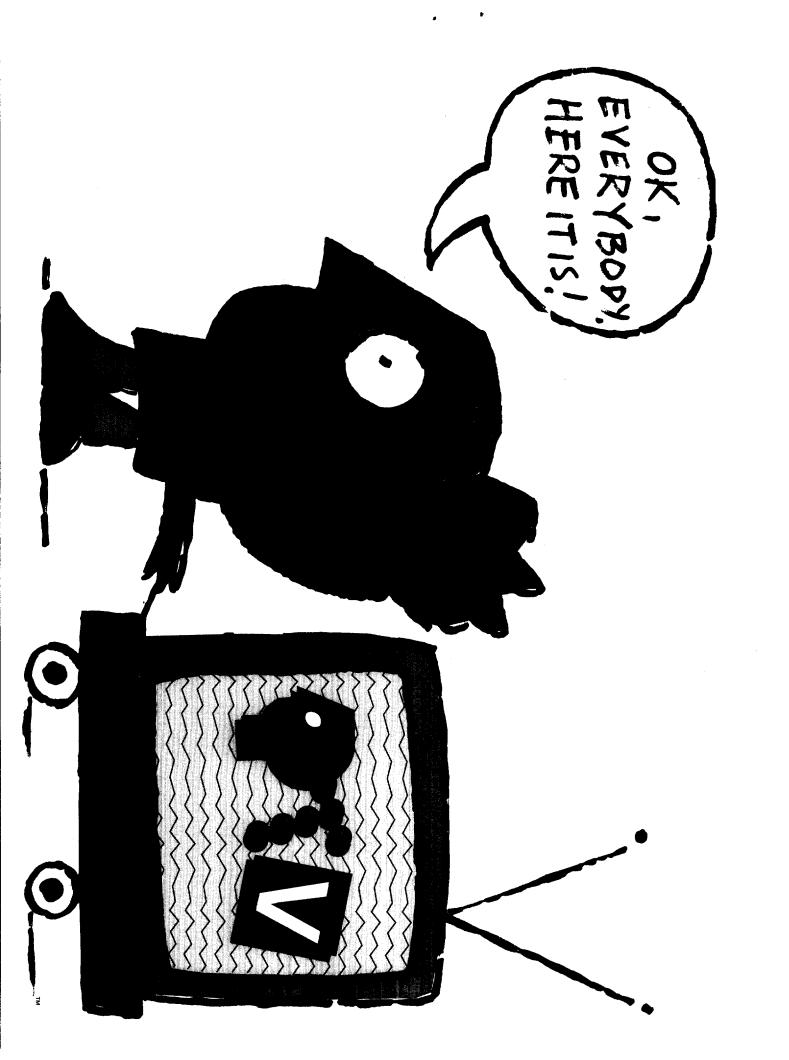
Ms. Jill Luckett, Special Advisor to Commissioner Chong(w/enc.)

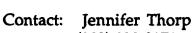
Ms. Mary P. McManus, Esquire, Cable Advisor to CommissionerNess (w/enc.)

Ms. Maureen O'Connell, Esquire, Legal Advisor to Commissioner Quello (w/enc.)

Ms. Lisa B. Smith, Esquire, Legal Advisor to Commissioner Barrett (w/enc.)

Ms. Merrill Spiegel, Special Assistant to Chairman Hundt





(202) 828-8871

# UNPRECEDENTED SCHOOL READINESS SERVICE BEGINS ON PBS

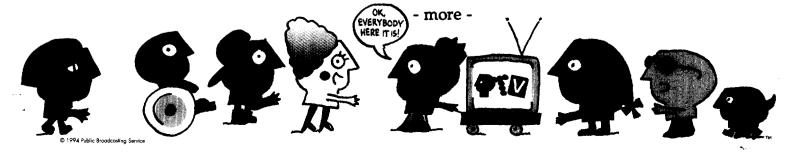
- "PTV" Helps Prepare Children for the Classroom Through Programming, Community and Parent Outreach --

Alexandria, VA (May 10, 1994) — On July 11 the Public Broadcasting Service (PBS) will launch a groundbreaking service aimed at helping meet the nation's top education goal: that all children will start school ready to learn by the year 2000. "PTV, The Ready to Learn Service on PBS" (PTV) is an unprecedented combination of children's programming, educational initiatives and outreach services for parents, educators and caregivers to help ensure that children master the skills essential to learning.

"PTV is a giant leap forward towards meeting the goal that all children start school ready to learn by the year 2000," said PBS president and chief executive officer Ervin S. Duggan. "Our new programming and outreach service is a logical extension of PBS's 25-year tradition of leadership in serving children and parents."

A 1991 survey by the Carnegie Foundation for the Advancement of Teaching reported that one in three American children enters school unprepared to learn because they have poor language skills and lack the emotional and social development abilities needed to succeed in school. Dramatic changes in the American family and the increasing number of children living in poverty are also contributing to the problem.

"PTV will reach out to those children most in need, especially those who might not have access to cable, VCRs or a rich variety of learning experiences," said Duggan. "Only noncommercial public television can invest the resources necessary to develop and



launch this groundbreaking service, and only public television covers virtually 100 percent of American homes."

"America's challenge is to make the welfare of our youngest children this country's most important priority," said Ernest L. Boyer, Ph.D., president of the Carnegie Foundation for the Advancement of Teaching and author of Ready to Learn: A Mandate for the Nation. "PTV uses the power of 'television as teacher' to take the lead in this national effort."

PTV offers nine hours of noncommercial programming each weekday for children ages 2-12. A morning program block (7 a.m. - noon) will be geared towards preschoolers and includes programs like SESAME STREET, BARNEY & FRIENDS and the new STORYTIME. PTV's afternoon block (2 p.m. - 6 p.m.) will offer programming for preschoolers plus school-age children, such as GHOSTWRITER, WHERE IN THE WORLD IS CARMEN SANDIEGO? and BILL NYE THE SCIENCE GUY.

Fast-paced educational messages in program breaks will provide the "glue" to unify individual programs into a new, comprehensive and child-friendly environment. The fun, upbeat interstitial messages will include animated "P-Pal" characters from PTV Park and live action video. These breaks are designed to encourage mastery and self-esteem and to instill the skills needed to succeed in school and in life — skills such as negotiation and task completion. "PTV, in our judgement, is the most exciting TV innovation for children and parents since SESAME STREET went on the air 25 years ago," said Jacqueline Weiss, PTV project executive.

"The significance of PTV is that it is a comprehensive, national effort customized by stations to meet local needs through community partnerships," said Duggan. "Station

outreach activities, ranging from training workshops to magazines for parents, will extend the educational impact of PTV programming. And, PTV will be universally available to virtually every American home — free of charge."

PTV will be available on 11 public television stations in 10 markets beginning July 11, reaching 25 percent of U.S. television households. The stations are: GPTV-State of Georgia; KCET-Los Angeles, CA; KCOS-El Paso, TX; KTCA-St. Paul, MN; KTLC-Oklahoma City, OK; WETA-Washington, DC; WGBH-Boston, MA; WGTE-Toledo, OH; WNET-New York, NY; WPBA-Atlanta, GA; and WSIU-Carbondale, IL.

Thirty-seven additional stations will begin the service in January 1995, at which time PTV will be available to 50 percent of U.S. television households. The remaining PBS stations are scheduled to begin participation in the service in 1996; PBS children's programs will continue to be available to 99 percent of the nation's children as the service rolls out nationally.

PTV features a variety of family and caregiver materials for distribution by local PBS stations, including a magazine, guides and a bimonthly calendar of programming and activities. The calendar will be available in English and Spanish.

Through localized outreach and training programs, PTV will help families choose and use PBS programs to enhance youngsters' school readiness. "Only PBS has the deep community roots to successfully work with local agencies to ensure that all children, including the underserved, have access to the tools needed to excel," noted Weiss.

PBS ONLINE's Learning Link, a service which provides electronic communications and a wide variety of information resources designed to enhance public television programming, will augment the PTV service. Through Learning Link, educators,

childcare providers, parents and students can access PTV community materials and program information. They can also participate in interactive services, such as the "Ask Mister Rogers" Forum.

Funding for PTV includes grants from the Corporation for Public Broadcasting (CPB) and the EON Corporation. Congress has appropriated an additional \$7 million for ready to learn programs and services with funds to be distributed by CPB in FY 1996; public television is seeking an additional \$10 million in FY 1995 to fund the first two phases of the project.

PTV was developed with research assistance from the Boston Consulting Group and an advisory group composed of Children's Television Workshop, producers of SESAME STREET and GHOSTWRITER; Family Communications, Inc., producers of MISTER ROGERS' NEIGHBORHOOD; CPB; KQED/San Francisco; South Carolina Educational TV and WGBH/Boston.

PBS is a private, nonprofit corporation, owned and operated by the nation's 346 public television stations. A trusted community resource, PBS uses the power of noncommercial television to enrich the lives of all Americans through quality programs and educational services that inform, entertain and inspire.

EON Corporation, a leader in the field of Interactive Video and Data Services (IVDS), has led the development of technology for interactive television since 1986. EON's corporate headquarters and national processing centers are located in Reston, Virginia.



#### WHAT IS PTV?

PTV, The Ready to Learn Service on PBS, is public television's response to the nation's Education 2000 goal that all children will start school ready to learn.

PTV is an unprecedented combination of services, including: an expanded children's programming schedule — most phase one stations will be expanding their children's schedule to nine hours per day by offering more opportunities for children to view their favorite series at convenient times; program break segments that combine educational content with high entertainment value; and a variety of outreach services and materials for parents and other caregivers.

PTV is targeted to children ages 2-12. It will be launched July 11, 1994 by 11 public television stations in ten markets covering 25 percent of TV households nationwide.

## **PROGRAMMING**

Each weekday, PTV offers two seamless "child-friendly" program blocks for a total of nine hours of programming. PTV will feature all the PBS characters and shows that children have grown to love, plus three new shows — STORYTIME, THE PUZZLEWORKS and BILL NYE THE SCIENCE GUY — that will be added in the first 18 months of the service. These new programs will be available on both PTV and the regular PBS schedule.

- The morning block 7:00 a.m. to noon is geared toward preschoolers. Programs include SESAME STREET, BARNEY & FRIENDS, SHINING TIME STATION, STORYTIME (new), MISTER ROGERS' NEIGHBORHOOD and LAMB CHOP'S PLAY-ALONG.
- The afternoon block -- 2 p.m. to 6 p.m. -- offers programming for preschoolers and school-age children. For preschoolers, programs include READING RAINBOW and select programs from the morning preschool block. For children aged 6-12, programs include GHOSTWRITER, WHERE IN THE WORLD IS CARMEN SANDIEGO?, SQUARE ONE TV, and, in the fall, BILL NYE THE SCIENCE GUY.



## **PROGRAM BREAK SEGMENTS**

Program blocks will be newly packaged with fast-paced program breaks that include self-esteem and educational messages designed to help children master essential learning skills. Select messages will be delivered in PTV Park by the P-Pals, animated, kid-friendly incarnations of the PBS "P-head" logo, and in live action video. Messages include:

- Go Find Out! Skills related to information gathering.
- Stick to It! Task completion and the importance of persistence.
- Try it Out! Experimenting with new and different things.
- Talk it Out! -- Negotiation skills to work through a problem.
- Ask for Help! How to "recruit" friends and adults to help with problems and tasks.
- You Can Do It! -- Building self-esteem and a sense of individuality.

#### **OUTREACH**

PTV is designed to help parents and other caregivers help kids learn to love learning. PTV Family Services will create new partnerships between public television stations and community organizations such as child care centers, schools, libraries, businesses, civic groups, and government agencies to provide training and materials to extend the educational impact of the programming.

As part of this outreach effort, each model site station will:

- Distribute materials designed to help parents and caregivers use PTV programs as a learning tool. The materials will include activity books, program guides, the bimonthly PTV <u>Family Times</u> magazine and more.
- Arrange training sessions to help parents and caregivers develop skills they need to use PTV effectively. This includes the use of songs, crafts, reading, discussions and other activities that reinforce the positive messages of each program and program break segments.
- Most stations have and will continue to partner and collaborate with organizations like Head Start, Even Start, Retired Senior Volunteer Program (RSVP), YMCA, local libraries, zoos and museums.

While PTV services will be customized to meet local community needs, PBS will provide a core package of outreach services to help organize station PTV activities. In addition, PTV will work with existing child care projects like Sesame Street PEP, the MISTER ROGERS' NEIGHBORHOOD Child Care Partnership, the Family Literacy Alliance and appropriate national organizations to develop coordinated activities that will increase the reach of these projects.

## **PARTICIPATING STATIONS**

July, 1994: GPTV-State of Georgia; KCET-Los Angeles, CA; KCOS-El Paso, TX; KTCA-St. Paul, MN; KTLC-Oklahoma City, OK; WETA-Washington, DC; WGBH-Boston, MA; WGTE-Toledo, OH; WNET-New York, NY; WPBA-Atlanta, GA; and WSIU-Carbondale, IL.

**January, 1995:** Thirty-seven additional stations will be added, extending PTV to 50 percent of all TV households nationwide.

**1996:** The remaining PBS stations are scheduled to join the service.

#### **FUNDING**

Public broadcasting appropriations for fiscal year 1996 (available in Fall, 1995) include \$7 million targeted for ready to learn activities; funds are distributed by the Corporation for Public Broadcasting (CPB). Current funding for PTV includes grants from PBS, CPB and the EON Corporation totalling approximately \$2 million. Public television is seeking an additional \$10 million to fund the first two phases of the service.



## PTV PROGRAM BREAK SEGMENTS

PTV, The Ready to Learn Service on PBS, includes up to nine hours of quality children's programs broadcast each weekday. The programs will appear in two "child-friendly" blocks with innovative program break segments that include specially-developed educational value messages designed to encourage specific skills that youngsters need to succeed in school and in life.

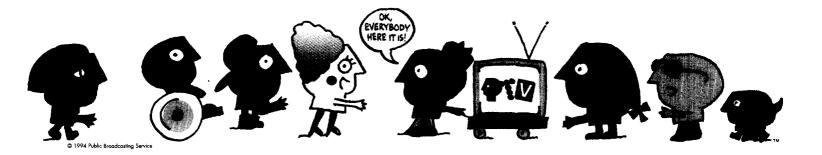
The messages portray children in positive roles where they take initiative and achieve, using skills such as information gathering and task completion.

The break material provides the glue that unifies the individual programs into a new, entertaining environment for children. The fun, upbeat and entertaining preschool segments will carry children's interest from one program to the next by using colorful animated "P-Pals," friendly characters in the shape of the PBS P-head, as well as real children engaged in such group activities as jumping rope.

Breaks for older children will maintain the PTV signature look, but have a more sophisticated, hipper image. Fast-paced contemporary music videos, live action and multimedia graphics will convey educational messages for school-age children.

Although the program break segments are not directly related to the specific content of the programs, they will complement and supplement the educational messages of the children's series. Specifically, the six educational program break messages are:

- Information gathering, encouraging children to acquire the information they need to solve problems from a variety of sources, including parents, teachers, books and the media — "Go Find Out!"
- Experimentation, enabling children to try new and different things within a secure environment which will allow them to learn from their experimentation — "Try It Out!" (more)



## PTV Program Break Segments / 2

- Recruitment skills, teaching children to "recruit" friends responsible adults, parents, teachers, siblings or peers to help them through the learning process "Ask For Help!"
- **Negotiation** skills, helping children work through a problem and arrive at consensus and resolution "Talk It Out!"
- Task completion, helping children accomplish set goals by encouraging them to persist through frustrations and to overcome obstacles -- "Stick To It!"
- Plus! Self-esteem skills, empowering youngsters and reinforcing their sense of importance and individuality - "You Can Do It!"

The breaks were developed in conjunction with WGBH/Boston, and have been tested with young children for their ability to hold attention, be understood and deliver the PTV educational messages.

Sample break storyboards and video clips are available upon request from PBS.



# OUTREACH ACTIVITIES PTV PHASE ONE STATIONS

## GPTV, State of Georgia

GPTV, the nine-station state network based in Atlanta, has created an Education Services division to integrate PTV into its existing instructional schedule. GPTV will introduce PTV by expanding its current 6.5 hours of children's programming to nine hours. PTV messages will be integrated into the network's already strong block of children's programming. When the network launches its satellite delivery of ITV this fall, GPTV will — for the first time ever—continue broadcasting children's programming all day, year-round.

Contacts: Kent Steele, programming; Marcia Killingsworth, promotion. (404) 756-4700.

# KCET, Los Angeles, CA

KCET strives to provide educational services for people of all ages and cultures. To bring the PTV services to its multicultural audience in the nine-county viewing area, KCET relies on Resource and Referral to identify language needs and to help find translators and workshop facilitators who can teach parents and caregivers. The station also hopes to ally with employer groups and social services agencies to expand its training in early learning techniques beyond teaching professionals to parents. KCET is producing two new children's programs which will air nationally as part of PTV: STORYTIME and THE PUZZLEWORKS. The station has held more than 100 STORYTIME workshops in the Children's Museum, the Los Angeles library, and individual childcare sites in partnership with the Southern California Chapter of NAEYC, a national network of early learning providers.

Contacts: Peter Rodriguez and Cayleen Nakamura, outreach; Barbara Goen, promotion. Telephone: (213) 666-6500.

## KCOS, El Paso, TX

KCOS's community alliances total 50 partnerships with sites, including YMCA and scout facilities, that receive specially targeted programs designed for a multicultural audience. The station's early learning outreach effort has created alliances with Rio Grande Freenet, the local free version of Internet that will carry information about materials, workshops, and programming; the state probation department's education and family development office; Newspapers in Education; the Ghostwriters Club; the state Board of Education Technology Conference which highlights interactive learning and Generation 2000, a huge children's fair. Other innovations include accredited training of caregivers for the Texas Department of Human Services and the KidZone club whose members appear in on-air promos, attend parties at the station, and star in quiz shows built on SESAME STREET and WHERE IN THE WORLD IS CARMEN SANDIEGO?

Contacts: Diane Roberts, education; Evelyn Aguilar-Springer, promotion. (915) 747-6500.



#### Station Outreach / 2

## KTCA, St. Paul, MN

One of KCTA's new initiatives is partnering with Minnesota Parent to insert the bimonthly PTV newsletter in its own monthly magazine (55,000 circulation). In addition to workshops held monthly at KTCA, continued alliances with local technical colleges, the Greater Minneapolis Day Care Association and Resources for Child Caring in St. Paul will provide additional locations for PTV childcare/parent training workshops. Starting this summer, KTCA plans to work with the Head Start Transition Project, teaming the station with public schools to engage parents in early learning activities with their children.

Contact: Ann Sunwall Een, Telephone: (612) 222-1717.

## KTLC, Oklahoma City, OK

The Oklahoma Educational Television Authority's (OETA) Literacy Channel, KTLC, will air PTV in Oklahoma City. The Literacy Channel will develop a family outreach project based on early learning outreach alliances already built as a result of its work with the SESAME STREET PEP. Family outreach will include organizations such as Even Start Family Literacy; Parents As Teachers, a national organization that trains parents to be their preschoolers' first teachers; and the Oklahoma Family Resource Coalition. In an effort to be more inclusive of all PTV preschool outreach efforts, a monthly preschool newsletter, which the Literacy Channel has published and inserted in the station program guide for the past three years, will be revamped. PTV activities and materials will complement and supplement this effort.

Contact: Debbie Blackburn, outreach. Telephone: 1-800-846-KIDS.

#### WETA, Washington, DC

WETA, along with other public television stations in the national capital area has already trained more than 70 area daycare providers in SESAME STREET PEP early learning activities. Plans for PTV outreach build upon the station's relationships with 15 allied services and organizations, including the Washington, D.C. libraries, U.S. Department of Labor Child Development Center, social services and others. Some of these organizations have already provided SESAME STREET PEP training in Spanish to reach the station's large Hispanic community. Other outreach efforts include a special SESAME STREET Read and Play event featuring readings by celebrities, storytelling, and take-aways such as bookmarks. WETA is also looking to place PTV materials and activities in area YMCA curricula.

Contact: Ferne Barrow, outreach. Telephone: (703) 998-2600.

#### WGBH, Boston, MA

WGBH has already conducted a pilot project for PTV in collaboration with the Massachusetts Office for Children (OFC). Through this collaboration, WGBH and the OFC worked with two Resource and Referral centers in Brockton and Fitchburg, Massachusetts to train 20 family childcare providers using four pre-school series: MISTER ROGERS' NEIGHBORHOOD, READING RAINBOW, BARNEY & FRIENDS and SESAME STREET. Plans are underway to expand this collaboration so that all 13 Resource and Referral agencies in Massachusetts can be trained to work with an additional 40 providers each, bringing the total number of providers to be trained to 520 for 1994-95. The initial launch of WGBH's PTV pilot drew local media attention, and was highly supported by Senator Edward Kennedy, co-sponsor of the Ready to Learn bill.

## WGBH, Boston, MA - Continued

WGBH was closely involved with the development and expansion of the Family Literacy Alliance and has made a strong commitment to working with community-based organizations. WGBH's 13 Family Literacy Alliance sites will be included in WGBH's PTV outreach plans. The station is also developing many of the tools for introducing and promoting PTV at all Phase One stations. These include the design of community presentation kits, the templates for both the <u>PTV Family Times</u> magazine and PTV calendar, as well as print ads, TV and radio spots. The station is also producing all of the PTV program break segments, which include educational value messages.

Contact: Beth Kirsch and Amy McMahon, outreach. Telephone: (617) 492-2777, ext. 3848.

#### WGTE, Toledo, OH

WGTE has created model community alliances among a wide variety of organizations. These alliances have generated successful training workshops in early learning and critical television viewing techniques, targeting parents and caregivers in childcare centers, preschools, Head Start and other appropriate groups. New outreach efforts are being considered to reach the workplace environment through joint initiatives with unions and management. The health care community will also be targeted, working closely with county health departments, hospitals and doctors' offices. While new partnerships are being formed, previous alliances will be reinforced with the development of new workshops and PTV outreach materials.

WGTE is planning a partnership with the Retired Senior Volunteer Program (RSVP); the station hopes to train retired teachers as PTV workshop facilitators, which will broaden the reach of WGTE's PTV workshops and outreach efforts. The station has also developed the PTV Family Times parents newsletter, which will be available to all Phase One stations.

Contact: Cindy Fisher, outreach. Telephone: (419) 243-3091.

#### WNET, New York, NY

In order to reach a multicultural and underserved population of families in need, WNET is in the process of identifying five pilot sites (three in New York, two in New Jersey) for caregiver training. The station will train 15-20 childcare providers at each site, including educational directors and educational support staff, on how to use PTV and its curriculum support materials. These caregivers will in turn train the parents of the children in their programs.

WNET has other activities underway: its Literacy Center already employs bilingual operators to provide guidance to parents seeking adult education information. Callers with preschoolers will receive PTV materials. The "Reach for the Stars" program calls on celebrities to reach out to Latino and African-American youths in fifth through seventh grades. A Helpline "warm" line is being planned, and Learning Link, the PBS telecommunications system used in area schools, may be used to create an on-line directory of early learning resources. WNET's Tri-State Parenting Council will convert to a PTV council of parents and early learning professionals. Outreach tools include the PTV calendar and WNET's Parent Matters newsletter, which contains PTV programming and activity information and is mailed to some 8,000 organizations.

Contacts: Ann Mauze and Terry Solowey, outreach; Lisa DeAndrade, promotion. Telephone: (212) 560-2000.

#### Station Outreach / 4

## WPBA, Atlanta, GA

WPBA's strong instructional programming identity will be the cornerstone of the station's PTV early learning activities. The station, which is owned and operated by the Atlanta Board of Education, produces a number of innovative childrens' programs including JUST WONDERING, a news show anchored by kids; middle school quiz bowls; and performance programming featuring young performers. WPBA plans to send a comprehensive package of PTV materials home to parents before school ends and will also be working with PTAs and childcare centers to spread the word about the new service. In order to maximize the use of PTV programming this summer, WPBA will broadcast programs for older children, e.g., SQUARE ONE TV and WHERE IN THE WORLD IS CARMEN SANDIEGO?, in late morning for use in summer school.

Pending additional funding, WPBA hopes to re-implement its SESAME STREET PEP training of caregivers and to expand its adult education services to include PTV information. Since Atlanta is served by both WPBA and GPTV, the stations are working together to ensure that their PTV programming for preschool and older children does not overlap.

Contact: Eric Weston, promotion. Telephone: (404) 827-8900.

## WSIU/WUSI Carbondale, IL

WSIU/WUSI has aligned with General Education Development (GED) certificate providers, other learning centers, and Child Care Resource and Referral to teach underserved parents and caregivers about PTV. A novel approach to reaching young parents early in their child's life is the station's workshops in adolescent health clinics. WSIU will promote a "warm" line and mail-in coupons to enlist parents to sign up for PTV materials. Non-traditional PBS viewers will experience PTV activities firsthand at WSIU's booth at the Illinois Du Quoin state fair in August where they can sign up to receive materials and information. The station's most ambitious plans are to expand its PTV audience by establishing a database of parents and professional caregivers who would receive a variety of informative materials about PTV's multifaceted learning service. The <u>PTV Family Times</u> magazine and the PTV calendars are expected to be effective new tools for maintaining consistent quality in early learning activities.

Contact: Candy Isberner, outreach. Telephone: (618) 453-4343.



# PBS CHILDREN'S SERIES

#### **Preschool**

#### **BARNEY & FRIENDS**

Targeted to the youngest preschoolers, this series is guided by principles of early childhood education, using music, the power of imagination and entertainment to involve young viewers. Funders: Public Television Viewers, the Corporation for Public Broadcasting and the Kimberly-Clark Corporation.

#### LAMB CHOP'S PLAY-ALONG

This series, featuring Shari Lewis, is designed to counteract passive television viewing by motivating children of all ages to actively participate in songs, stories, comedy, games and magic tricks. The series focuses on expanding observational skills, pre-reading skills (including phonics), number skills and manual and physical dexterity. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

#### **MISTER ROGERS' NEIGHBORHOOD**

The goal of this program is to provide a quiet oasis of respect for children, their feelings and capabilities and nurture the child's healthy growth and self-respect. The program's producers have developed the MISTER ROGERS' NEIGHBORHOOD Child Care Partnership project to complement the work of the television program and provide ideas for follow-up activities to caregivers. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

#### THE PUZZLEWORKS (new)

This series is designed to help preschoolers and their caregivers understand the values of diversity and individuality. It features a cast of multicultural "people puppets," and uses music, animation and humor to teach children the skills that will help them get along with each other in a diverse and changing world. Premiere: January 1995. Funders: The Corporation for Public Broadcasting and Southern California Edison Company.



#### **READING RAINBOW**

This long-running series is designed to stimulate a child's interest in reading. The centerpiece of each show is a narrated television adaptation of a picture book. The adaptations carefully maintain the integrity of the original work, providing a springboard for the investigation of the book's themes and ideas in order to motivate children to read every day. Funders: Public Television Viewers, the Kellogg Company and National Science Foundation.

#### SESAME STREET

For 25 years, SESAME STREET has helped preschoolers prepare for the transition from home to school, teach basic cognitive skills and explore family issues, emotions and social interactions through a well-researched, constantly evolving curriculum based upon new issues facing preschoolers and their families. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

#### SHINING TIME STATION

This series is designed to entertain young children while supporting their social, creative and artistic development. Featuring Thomas The Tank Engine, it is set in an enchanted railroad station and centers around the efforts of its inhabitants to keep the station open and operating. The characters experience the human emotions we all are subject to — good and bad — and in the end, learn basic human values through their experiences. Funders: Public Television Viewers and the Corporation for Public Broadcasting.

#### STORYTIME (new)

This new series has three important goals: to encourage children to love reading, to help adults see how easy and rewarding it is to read to the children they care for and to support the efforts of local community, library and school contacts to get children and families reading through outreach materials provided to individual local public television stations. Premiere: June 6, 1994. Funders: Helen and Peter Bing, the National Endowment for Children's Educational Television and Toyota Motor Sales, U.S.A., Inc.

# School-age

#### BILL NYE THE SCIENCE GUY (new)

Hosted by mechanical engineer and "standup scientist" Bill Nye, this series combines solid science with original music videos, ingenious graphics, special effects and comedy to dispel the myth that science and learning are dull and boring. The program's home base is

the fictional "Nye Laboratories," where there's always something bubbling in a beaker or trickling down a test tube, but Nye also takes his science experiments and demonstrations out into the real world — into the mouth of an active volcano or a huge tub of water. The zany host also demonstrates what it is like to make a living as a scientist, and how to conduct safe science experiments at home. Premiere: Fall 1994. Funders: National Science Foundation, the Corporation for Public Broadcasting and Public Television Viewers.

#### **GHOSTWRITER**

This multimedia literacy project, developed by the Children's Television Workshop, is designed to get schoolage children excited about reading and writing. Its centerpiece is a television mystery series about the adventures of six children who solve mysteries and elude danger with the help of an invisible friend, "Ghostwriter." To "talk" with Ghostwriter, the children must put their messages in writing and read his written messages. Funders: Public Television Viewers, the Corporation for Public Broadcasting, the NIKE Just Do It Fund, The John D. and Catherine T. MacArthur Foundation, the Pew Charitable Trusts, the Mary Reynolds Babcock Foundation and the U.S. Department of Education.

#### THE MAGIC SCHOOL BUS (new)

PBS's first fully-animated series is based on the highly successful children's book series of the same name. Lily Tomlin provides the voice for Mrs. Frizzle, the inspired teacher of a group of sometimes less-than-enthusiastic elementary school children. To stimulate her students' passion for science, Mrs. Frizzle takes the class on unusual field trips with help from a magic school bus. Premiere: September 1994. Funders: The National Science Foundation, the U.S. Department of Energy, the Carnegie Foundation and Microsoft Home.

#### **SQUARE ONE TV**

SQUARE ONE TV is a magazine-format series designed to motivate children from ages 8-12 to tune in and turn on to math. SQUARE ONE TV features daily installments of the detective series "Mathnet" and television parodies "The Adding Family," "Ed & Ned's Most Excellent Solution" and "Late Afternoon with David Numberman." Numerous teaching materials are available including program listings for all five seasons, a student activity book and teachers' guides. Funders: Public Television Viewers, the Corporation for Public Broadcasting, Intel Corporation Foundation and the National Science Foundation.

#### WHERE IN THE WORLD IS CARMEN SANDIEGO?

Based upon the popular Broderbund software, this lively gameshow series is designed to motivate children's interest in geography not only as a subject about words on a map, but a study encompassing new cultures, different peoples and new horizons. Contestants track Carmen Sandiego and her gang around the world by solving clues presented in a variety of ways — traditional gameshow style, comic vignettes performed by hosts Greg Lee and Lynn Thigpen and the funky a capella music of "Rockapella." Funders: Public Television Viewers, the Corporation for Public Broadcasting and Toyota.



## PTV MODEL SITE STATIONS

July 11, 1994 Launch

GPTV/State of Georgia KCET/Los Angeles, CA KCOS/El Paso, TX KTCA/St. Paul, MN KTLC/Oklahoma City, OK WETA/Washington, DC WGBH/Boston, MA WGTE/Toledo, OH WNET/New York, NY WPBA/Atlanta, GA WSIU/Carbondale, IL

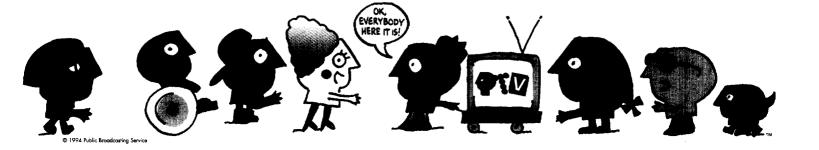
## PTV PHASE TWO STATIONS

January, 1995 Launch

Idaho Public Television KAKM/Anchorage, AK KBDI/Bloomfield, CO KBYU/Provo, UT KCPT/Kansas City, MO KCTF/Waco, TX KETC/St. Louis, MO KMOS/Warrensburg, MO KOZK/Springfield, MO KTEH/San Jose, CA KUAC/Fairbanks, AK KWCM/Appleton, MN Louisiana Public Television Maryland Public Television Vermont ETV WCFE/Plattsburgh, NY WEIU/Charleston, IL WFSU/Tallahassee, FL WFUM/Flint, MI

WGBY/Springfield, MA WHRO/Norfolk, VA WHYY/Philadelphia, PA WKNO/Memphis, TN WLAE/New Orleans, LA WLRN/Miami, FL WMFE/Orlando, FL WMVS/Milwaukee, WI WNED/Buffalo, NY WNIN/Evansville, IN WQED/Pittsburgh, PA WQPT/Moline, IL WSEC/Jacksonville-Springfield, IL WSKG/Binghamton, NY WTVI/Charlotte, NC WTVS/Detroit, MI WUFT/Gainesville, FL WXXI/Rochester, NY

The remaining PBS stations are scheduled to join the service in 1996.





# PBS: THE PUBLIC BROADCASTING SERVICE At-A-Glance

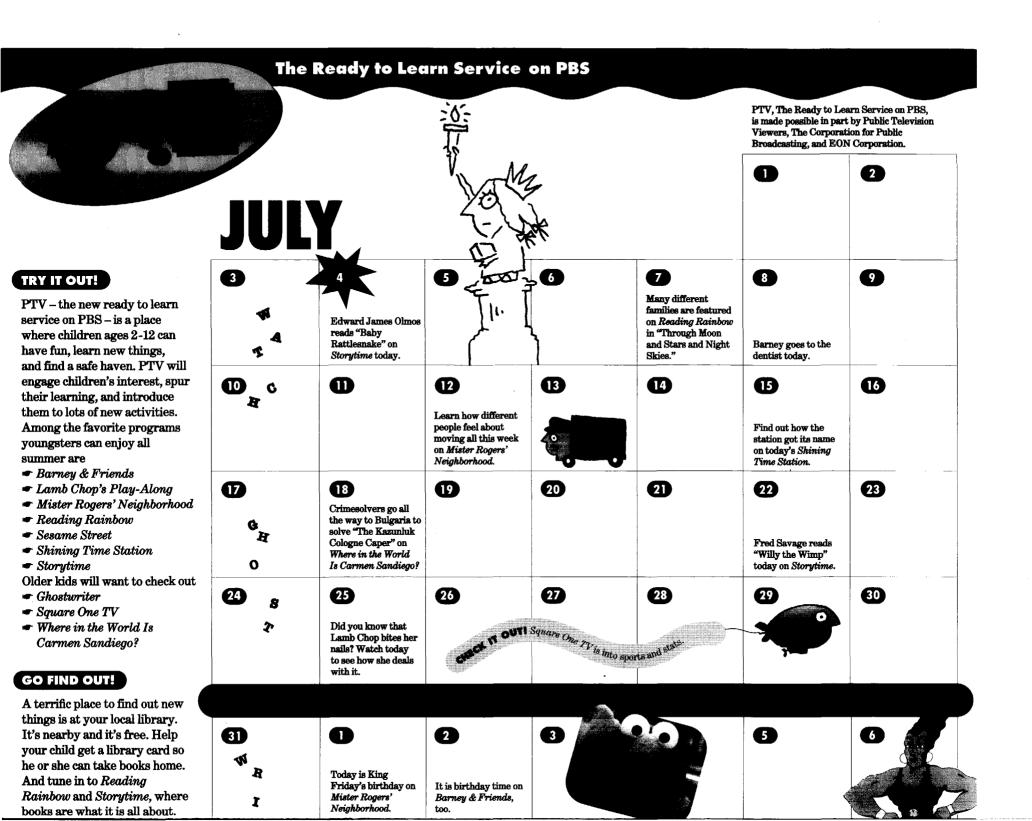
- PBS is a private, nonprofit corporation whose members are America's public television stations.
- Founded in 1969, PBS provides quality television programming and related services to 346 noncommercial stations serving the United States, Puerto Rico, the Virgin Islands, Guam and American Samoa.
- Noncommercial public television is available free of charge to 99 percent of America's children.
- More than 60 percent of all children aged 2-5 watch public television at least once a
  week; these children spend more than 3.5 hours a week watching PBS. Children aged 611 are also dedicated public television viewers -- almost 40 percent of them watch PBS on
  a weekly basis; of these 6-11 year-old viewers, they spend more than 1.5 hours a week
  with PBS.
- PTV, The Ready to Learn Service on PBS, is designed to help achieve the first national
  education goal that all children start school ready to learn by the year 2000. Through
  award-winning programs, educational value messages between programs, outreach
  alliances, activities and materials, PTV gives parents and other caregivers the tools to
  help children master skills essential to successful learning.
- PBS's K-12 Learning Services provides quality instructional programs and related materials for classroom use in grades K-12, and national advocacy and leadership for the use of learning technologies in elementary and secondary schools.



## PBS At A Glance / 2

- PBS's Adult Learning Service is a partnership of public television stations and more than 2,000 colleges and universities offering college credit television courses to more than 325,000 students each academic year.
- PBS's National Program Service consists of quality children's, cultural, educational, news and public affairs, science and nature, and how-to programs.
- PBS programs are obtained from public television stations, independent producers, production companies and distributors from around the world.
- The average viewing household watches nearly three hours of public television a week;
   about half that time is spent with prime-time programming.
- The public television audience as a whole reflects the demographic and socio-economic composition of the United States.
- The 346 PBS member stations are operated by 175 noncommercial, educational licensees

   made up of community organizations (52%), colleges and universities (31%), state
   authorities (11%) and local educational or municipal authorities (6%).

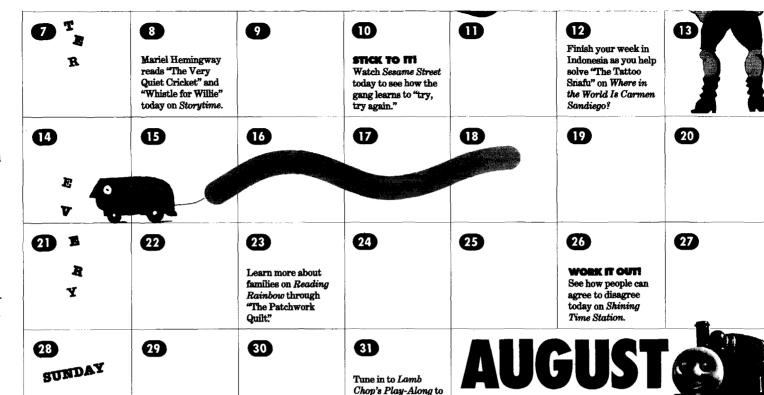


# STICK TO IT!

You'll see a new look on PTV this summer – in between the programs. It's a place where kids can pick up all kinds of terrific tips – in as little as 30 seconds. So stay with PTV between the programs and find a whole new world of ideas produced just for kids.

#### TALK ABOUT IT!

A simple question at the end of any program will help your children talk about what they just saw. Ask about the characters and what they were doing. Ask what was new. Ask what they liked – or didn't like – about the program.



see how Lamb Chop copes with her fears about starting school.

# MAKE IT UP!

Puppet plays help children develop their imagination and talk about their feelings. An old sock, a paper bag, or a face pasted on to the tip of an ice cream stick all make wonderful puppets.

#### THANKS

Special thanks to underwriters that provide grants for PTV children's programs on PBS: Mary Reynolds Babcock Foundation Helen and Peter Bing Corporation for Public Broadcasting Intel Corporation Foundation Kellogg Company Kimberly-Clark Corporation John D. and Catherine T. MacArthur Foundation National Endowment for Children's Educational Television National Science Foundation NIKE Just Do It Fund Pew Charitable Trusts Public Television Viewers Toyota Motor Sales, USA, Inc. US Department of Education.